

BUSINESS NEEDS SURVEY

In June 2003, the North Central Counties Consortium published their Business Plan to provide Business Services to the five counties in the consortium. A major first step of the plan was to perform a survey to determine the actual needs of the local businesses supported by our programs. Based on the needs identified by the survey, the individual One Stop Business Centers are to develop their Business Assistance Plan.

Yuba and Sutter County, being so close to each other, have decided to perform a regional business services needs survey in an effort to service our local employers and business owners and avoid duplication as much as possible. There fore, one of the first efforts on our strategy was to involve the Yuba Sutter Chamber of Commerce. A meeting was held in July 2003 between the One Stops and the Chamber concerning a Regional Business Needs Survey. Once the survey was reviewed, several agencies and organizations wanted to actively participate in the Survey. Those organizations are: Yuba College Small Business Development Center, Yuba/Sutter Chamber of Commerce, Yuba/Sutter/Colusa Employer Advisory Council, Yuba City Downtown Business Association, Yuba and Sutter County One Stop Business Centers, and the Cambridge Career College/Cambridge Business Center.



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The agreement was for the Sutter County One Stop Business Center to perform the first 100 surveys. This would allow the group to review and make any changes necessary prior to the involvement of the whole region to the survey. The Employment Development Department list 4402 business in the Yuba Sutter Area (1673 in Yuba County and 2729 in Sutter County). The Chamber Group will decide the appropriate number of specific industries to be surveyed to provide the appropriate sampling numbers.



Sutter County One Stop Adult Staff L to R): Sandi Fortney, Mady Kawahara, Patti Clary, Jennifer Godbold, Sherry Hankins, Anna Garbarino, Linda Baker, Heather Helmer, Tamara Russ, and Angela Woodrow

The One Stop Business Center in Sutter County decided to involve more of their people in this process. The first step was to survey the employees of the One Stop to determine who they know in the local business community. From there, the staffs were to pick the businesses they have a relationship with and perform the Business Needs Survey. This would provide the Staff with more knowledge of how the businesses operate and help them to determine the actual needs of their businesses.

So far, we have completed over 70 Business Needs Surveys and are very close to accomplishing this very vital first step in developing the assistance needed in our local business community as determined by the local business community.

If you have any questions, please feel free to contact me at 822-5120 ext 3064

Billy P. Wagster

9/19/2003